



SOUTH JORDAN
UTAH

SOUTH JORDAN CITIZEN SURVEY

2018 GLENMOOR ACQUISITION RESEARCH



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- 1 We surveyed **South Jordan residents** via an online survey sent to our resident panel. Basic resident sentiments about quality of life in South Jordan are **consistent with prior surveys**.
- 2 **About half of residents say they have heard something about Glenmoor Golf Course recently**, and most are vaguely familiar with the current status of the property.
- 3 Support for City acquisition of the Glenmoor Golf Course is **highly localized to the neighborhoods surrounding the property**. After reading the bond language, 57% of respondents who live closest to Glenmoor support a bond to acquire the course, while only 30% of those in the rest of the City would vote in favor of a bond.
- 4 More than three-quarters of **South Jordan residents like the idea of preserving green space**, but approximately half say that having another City-owned golf course is not important to the community. **Only 37% say that the Glenmoor Golf Course is a valuable community asset worth investing in.**

THINGS TO REMEMBER

SURVEY METHODOLOGY

SURVEY METHODOLOGY



Sampling frame of South Jordan residents consisted of a universe of **preexisting citizen panelists**. The panel was last updated to ensure maximum coverage & representation at the end of 2017.

85%

In total, **we emailed 8,944 invitations**. 1,313 bounced due to either incorrect email addresses or high spam filter settings, resulting in a **deliverability rate of 85%**.

13%

Of the 7,631 delivered invitations, **1,116 citizens responded** and **965** of them **completed online surveys from July 10-16**. This results in a **response rate of approximately 13% overall**. Each email address could respond only once.

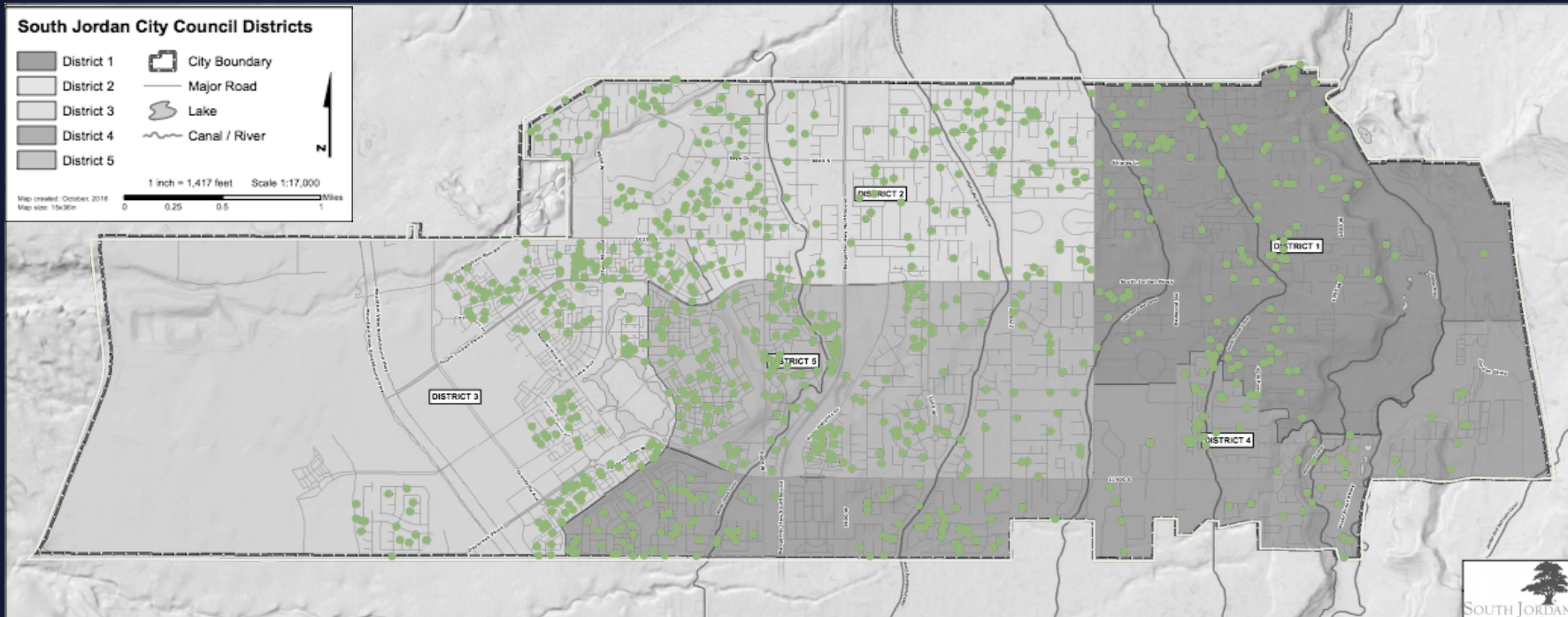
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965 interviews among an estimated adult population of 44k results in a **margin of error for the survey of plus or minus 3.12 percentage points**. Responses were weighted to **better approximate city demographic composition**.

GEOGRAPHIC DISTRIBUTION



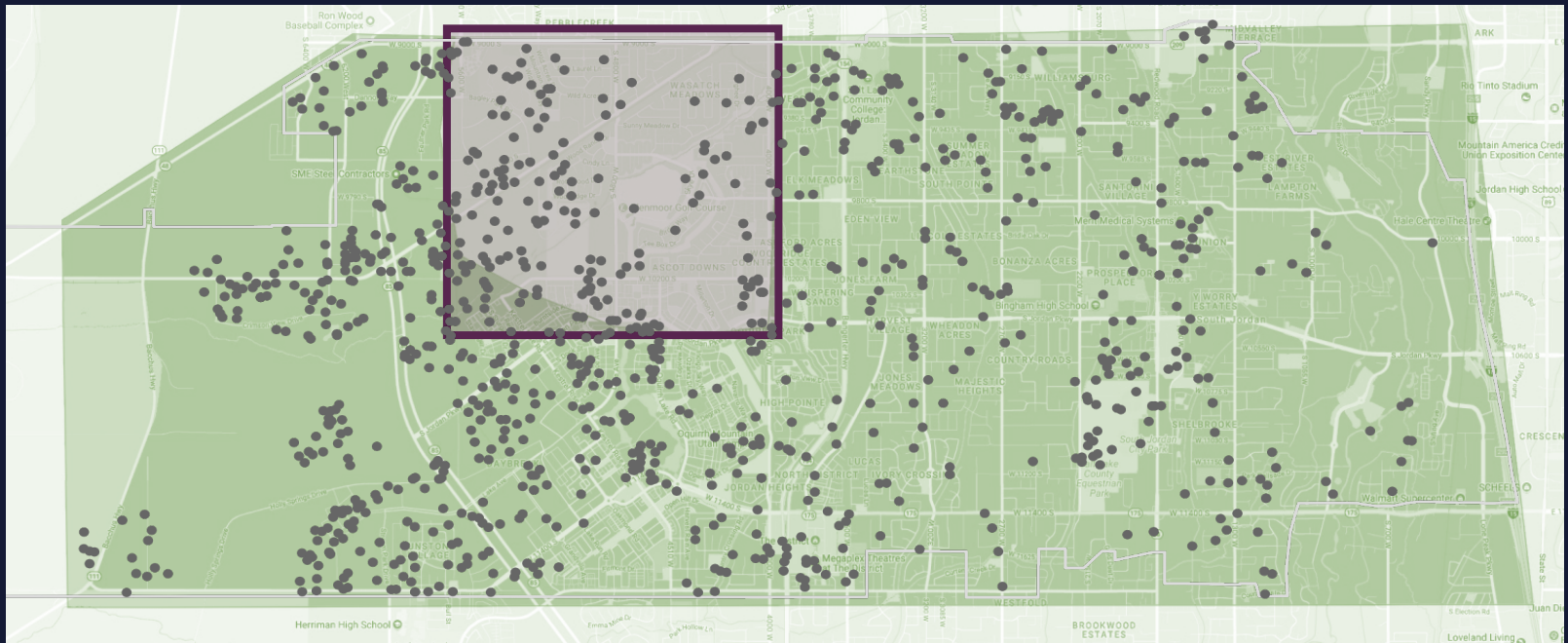
After matching survey respondents back to the registered voter file, we find that we have **significant representation in each of South Jordan's five City Council districts**. We have **100-300 survey respondents** residing in each district for this survey wave.



GEOGRAPHIC DISTRIBUTION



Additionally, we grouped respondents to this survey based on their proximity to Glenmoor Golf Course. Our survey included 169 respondents in the immediate vicinity of Glenmoor and 796 respondents in the rest of the city.

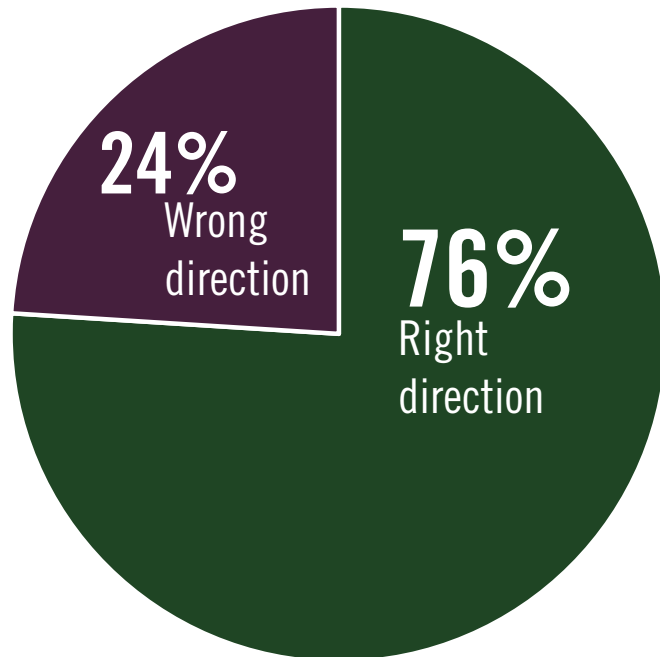


CITY DIRECTION & PERCEPTIONS

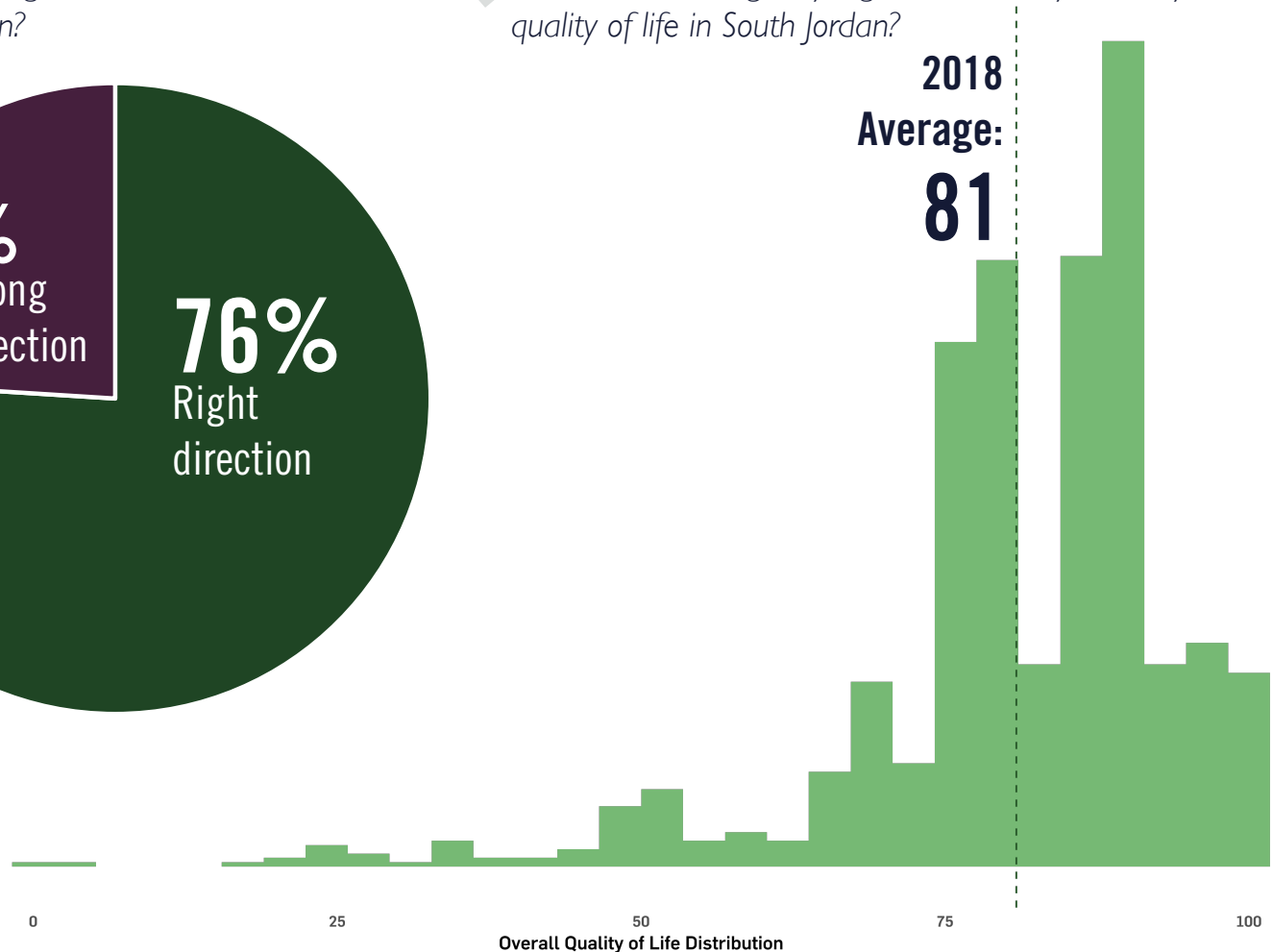
OVERALL QUALITY OF LIFE & GENERAL DIRECTION

Residents rate their average quality of life in South Jordan at 81 on the 0-100 scale, and three-out-of-four residents say South Jordan is headed in the right direction. Both figures are comparable to previous measures.

Q Overall, would you say South Jordan is headed in the right direction or the wrong direction?



Q All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in South Jordan?

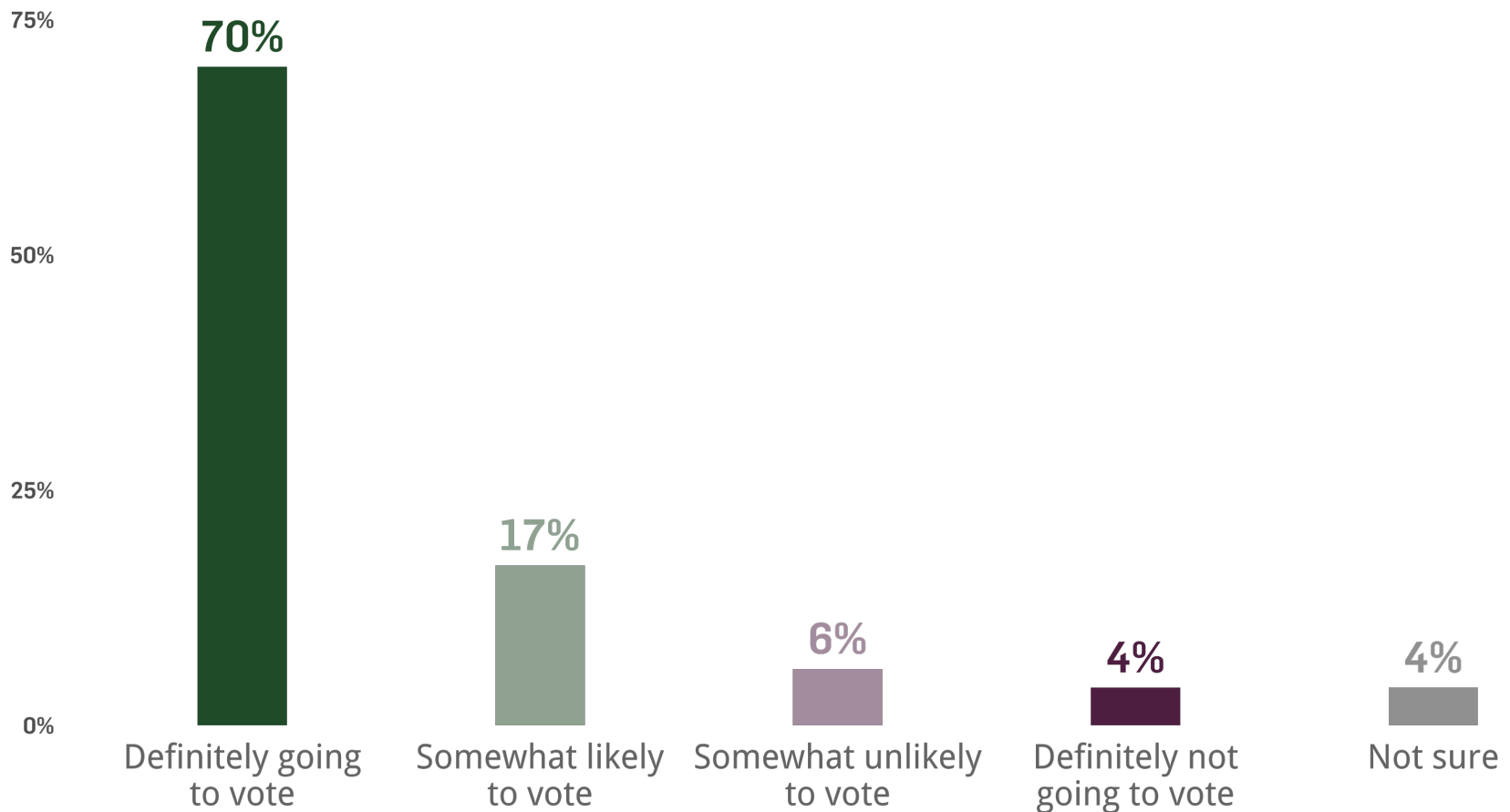


LIKELIHOOD TO VOTE

The vast majority (87%) of citizens who responded to this survey say they will likely vote in the upcoming election.



Thinking ahead to the November general election, how likely would you say it is that you will vote? Would you say you are....?

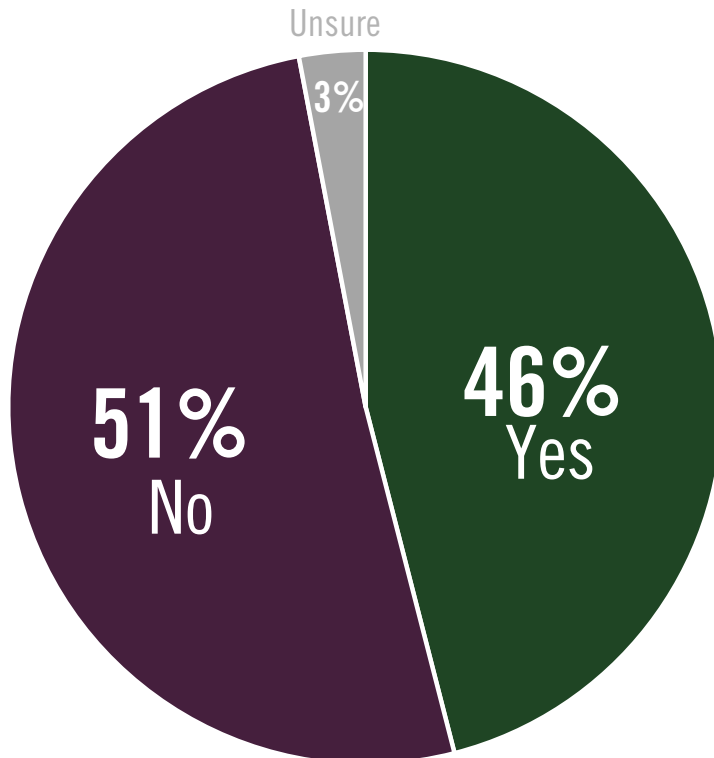


FAMILIARITY WITH GLENMOOR

About half of residents say they have recently seen, read, or heard something about the Glenmoor Golf Course, while half have not. The most common themes in what residents have heard about the golf course are that the property is being sold, potentially for housing development.



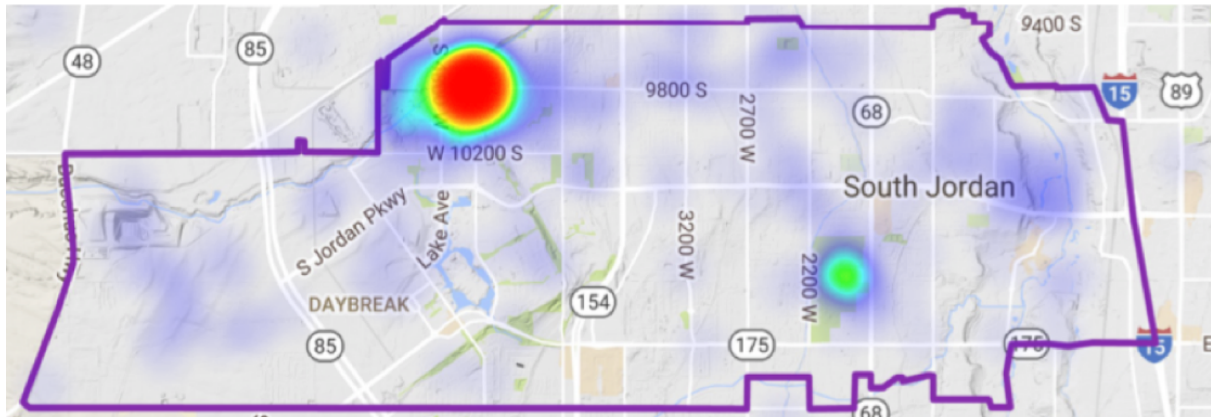
Have you recently seen, read, or heard anything about the Glenmoor Golf Course in South Jordan?



FAMILIARITY WITH GLENMOOR

The majority of respondents know where Glenmoor is located, but several residents confused it with Mulligan's golf course and a larger number inaccurately placed it at the location of the Equestrian Park. Just over half of residents know Glenmoor is currently a privately-owned property. Nearly one-third of residents believe it is city-owned.

Q Do you know where Glenmoor Golf Course is located? Please click on the map where you think Glenmoor Golf Course is located.



Q To the best of your knowledge, which of the following best describes the Glenmoor Golf Course?

Privately-owned property  **54%**

City-owned property  **31%**

County-owned property  **15%**

0%

20%

40%

60%

ACQUIRING GLENMOOR – INITIAL REACTION

Glenmoor Golf Course is located in the boundaries of Council District 3, and residents of this district are much more strongly supportive of the City purchasing Glenmoor than residents of other districts. 41% of all residents start out in favor of the acquisition compared to 47% of District 3 residents.



South Jordan City officials are considering acquiring the privately owned Glenmoor Golf Course. Would you support or oppose the city acquiring the Glenmoor Golf Course?

Strongly support Somewhat support Somewhat oppose Strongly oppose Need more information

DISTRICT 1



DISTRICT 2



DISTRICT 3



DISTRICT 4



DISTRICT 5



CITYWIDE



ACQUIRING GLENMOOR — INITIAL REACTION

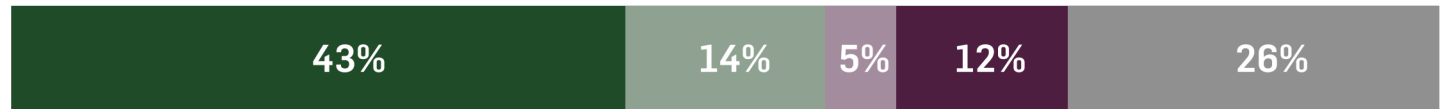
Respondents living in the neighborhood surrounding Glenmoor are 20 percentage points more likely to support the city acquiring the golf course than those who live outside its immediate vicinity (57% compared to 37%, respectively).



South Jordan City officials are considering acquiring the privately owned Glenmoor Golf Course. Would you support or oppose the city acquiring the Glenmoor Golf Course?

Strongly support Somewhat support Somewhat oppose Strongly oppose Need more information

Glenmoor neighborhood



Rest of city

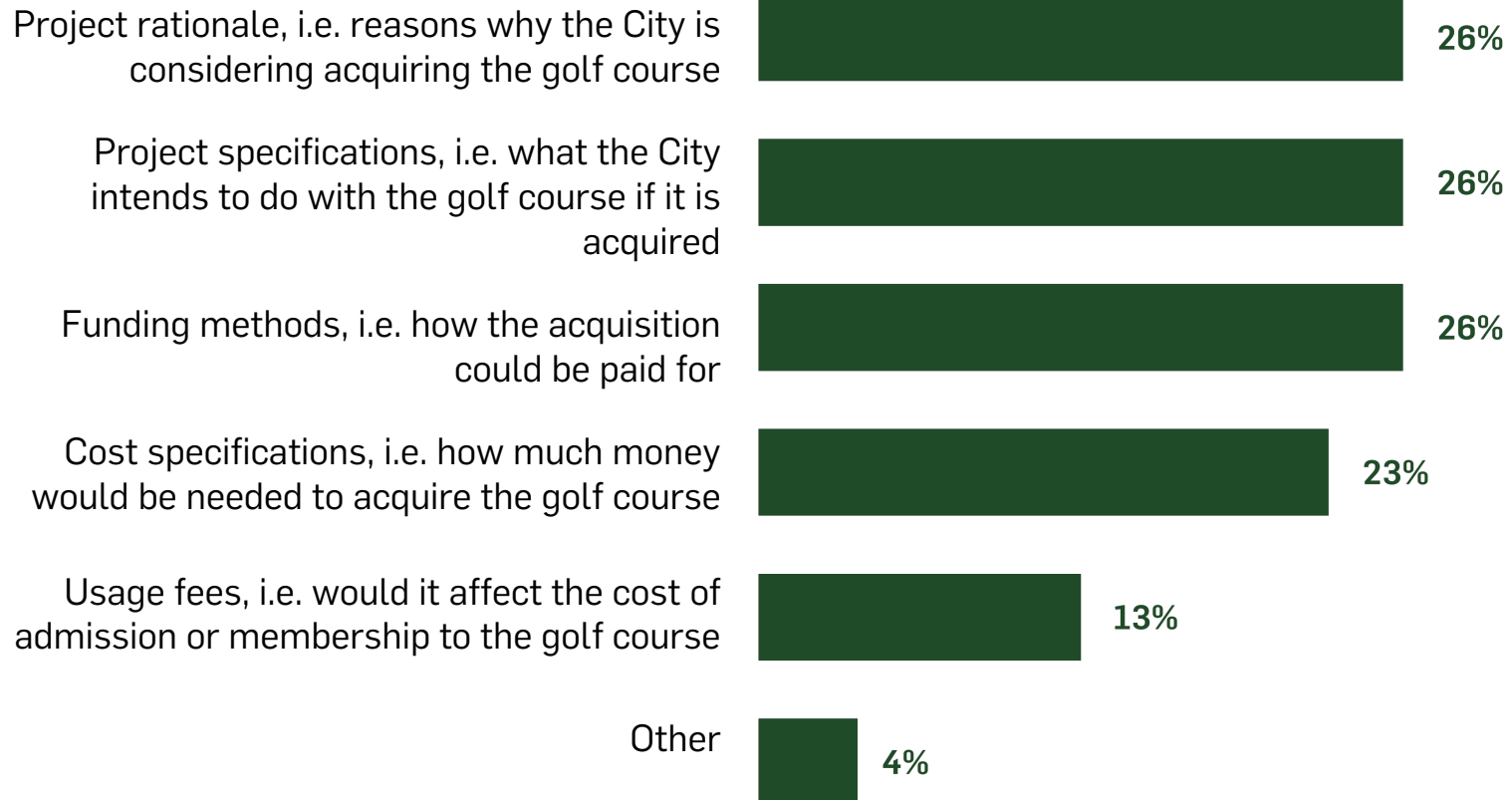


RESIDENTS WANT TO KNOW WHAT, WHY, & HOW

34% of all respondents said they would need additional information before deciding whether they support or oppose the City acquiring Glenmoor. When asked what additional information they would need to make a decision about the proposal, residents most commonly requested information about the rationale for the acquisition, what the City intends to do with the property, and how the acquisition would be funded.



What additional information would you need to decide whether you would support or oppose the city acquiring the Glenmoor Golf Course?



POTENTIAL BALLOT LANGUAGE

If South Jordan City officials decided to move forward and acquire the Glenmoor Golf Course, one option for funding the acquisition would be for the City to propose a general obligation bond to appear on the ballot this November. Below is a sample of some legal language as it could appear on the ballot.

Please read it carefully, then answer the following questions.

PROPOSITION

GLENMOOR GOLF COURSE ACQUISITION BOND

Shall South Jordan City, Utah be authorized to issue general obligation bonds in a principle amount not to exceed \$18,000,000 and to mature in no more than 20 years from the date or dates of issuance, for the purpose of acquiring the Glenmoor Golf Course, for expenses reasonably related to the property acquisition, and for paying expenses reasonably incurred in authorization and issuance of the bonds?

PROPERTY TAX COST OF BONDS

If the bonds are issued as planned, an annual property tax to pay debt service on the bonds will be required over a period of 20 years in the estimated amount of \$55.49 dollars on a \$400,000.00 residence and in the estimated amount of \$100.90 on a business property having the same value.

The foregoing information is only an estimate and is not a limit on the amount of taxes that the governing body may be required to levy in order to pay debt service on the bonds. The governing body is obligated to levy taxes to the extent provided by law in order to pay the bonds.

ACQUIRING GLENMOOR — FORMAL BALLOT

After seeing the potential language on the ballot, residents at large are 6 percentage points less likely to support the acquisition of Glenmoor than they were at the beginning of the survey. Residents in district 3 remain the most supportive overall with 45% in favor of the proposal—10 percentage points higher than the city as a whole.



Now that you have read the legal language as it might appear on the ballot, if this bond were on the ballot on an election today, would you vote for or against it?

Definitely vote for Probably vote for Probably vote against Definitely vote against

DISTRICT 5



DISTRICT 4



DISTRICT 3



DISTRICT 2



DISTRICT 1



CITYWIDE



ACQUIRING GLENMOOR — FORMAL BALLOT

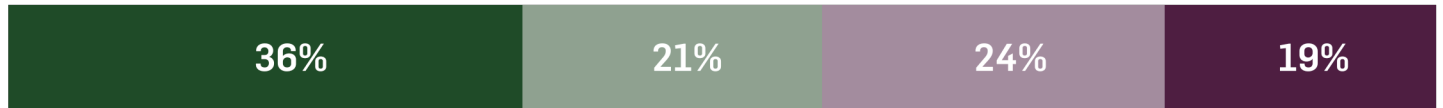
After reading the bond language, respondents who live in the neighborhood surrounding Glenmoor remain at 57% in support of acquiring the course, but are less certain. Those that live outside the surrounding area are 7 percentage points less likely to support the acquisition after reading the bond language and more than two-thirds of those outside Glenmoor's immediate vicinity say they would vote against the bond.



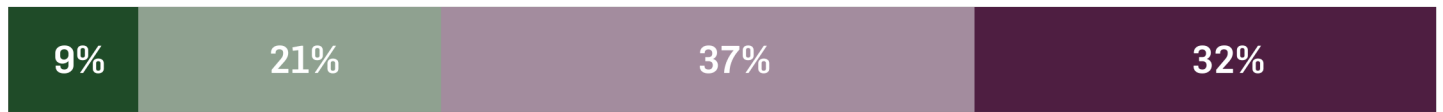
Now that you have read the legal language as it might appear on the ballot, if this bond were on the ballot on an election today, would you vote for or against it?

Definitely vote for Probably vote for Probably vote against Definitely vote against

Glenmoor neighborhood



Rest of city



LIMITED SUPPORT FOR ACQUISITION RATIONALE

81% of South Jordan residents like the idea of preserving green space, but are not as enthusiastic when attention is placed on the golf course itself. Approximately half (49%) of residents say that having another City-owned golf course is not important to the community. Only 37% agree that the Glenmoor Golf Course is a valuable community asset worth investing in.



Do you agree or disagree with the following statements about South Jordan City?

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

I like the idea of South Jordan preserving green space as we deal with population growth throughout the Salt Lake Valley.



I don't believe having another City-owned golf course is that important to our community.



The Glenmoor Golf Course is a valuable asset to our community that we should invest in.



I trust South Jordan City officials to make a fiscally responsible decision that will benefit our community.





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